



# Giving Season planner

2024

# Timeline



# Giving season calendar

2024 November

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

2024 December

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

2025 January

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



# Email planner

	Send date	Email	Status	Subject line	Message	Tips
Prelaunch	11/19/24	Pre-launch email 1	Drafted Sent	Giving Tuesday is Coming		<ul style="list-style-type: none"> <li>Remind donors what Giving Tuesday is</li> <li>Tell them the date and create excitement</li> </ul>
	11/28/24	Pre-launch email 2	Drafted Sent	Happy Thanksgiving		<ul style="list-style-type: none"> <li>Thank them for their support - acknowledge name + contribution</li> <li>Do not ask for money</li> </ul>
	12/2/24	Pre-launch email 3	Drafted Sent	Make DOUBLE the impact		<ul style="list-style-type: none"> <li>Tease donation matching if you have it</li> <li>If not, just reinforce how important the day is</li> </ul>
Giving Tuesday	12/3/24	Launch email 1	Drafted Sent	Giving Tuesday is here! And we're starting with a match		<ul style="list-style-type: none"> <li>Let people know it's the big day</li> <li>Be direct and point them to your campaign</li> </ul>
	12/3/24	Launch email 2	Drafted Sent	Ready to change the lives of [beneficiaries] today?		<ul style="list-style-type: none"> <li>Send this email around mid-day</li> <li>Remind them of the impact they can make</li> </ul>
	12/3/24	Launch email 3	Drafted Sent	Just 5 hours left! Let's end this special day strong		<ul style="list-style-type: none"> <li>Send this email near the end of the day</li> <li>Focus on time to create urgency and spark gifts</li> </ul>
Year end	12/4/24	Holiday kickoff	Drafted Sent	The holidays are the time to give back		<ul style="list-style-type: none"> <li>Use the momentum of GT to kick off holiday giving</li> <li>You can combine this email with your GT follow up</li> </ul>
		Appeal email 1	Drafted Sent	[Beneficiary's name] needs your help		<ul style="list-style-type: none"> <li>Ask a beneficiary if you can share their story</li> <li>Personal stories are great for emotional appeals</li> </ul>
		Appeal email 2	Drafted Sent	[Key statistic]		<ul style="list-style-type: none"> <li>Use statistics to help people understand impact</li> <li>Show how support improves the statistics</li> </ul>
		Appeal email 3	Drafted Sent	Make a difference today		<ul style="list-style-type: none"> <li>Use another personal story or emotional appeal</li> <li>Show how you made a concrete difference</li> </ul>
	12/31/24	First year end email	Drafted Sent	End the year with the giving spirit		<ul style="list-style-type: none"> <li>Call out the last day of the year to create urgency</li> <li>Or say donating is a great way to start the year</li> </ul>
Follow up	12/4/24	Giving Tuesday follow up	Drafted Sent	Thank you [donor's name] for making an impact		<ul style="list-style-type: none"> <li>Recap GT and say thank you</li> <li>You can combine this with your holiday kickoff</li> </ul>
	Beginning of Jan	Giving season follow up	Drafted Sent	Here's how your donation helped [x,y,x]		<ul style="list-style-type: none"> <li>Recap the whole giving season and say thank you</li> <li>Show donors what their support helped achieve</li> </ul>



# Social media templates

	Date	Time	Message type	Message	Posted?	Link to post
Instagram	12/3/24		Video of programs			
TikTok	12/3/24		Giving Tuesday is here			
Facebook	12/3/24		Video of programs			

